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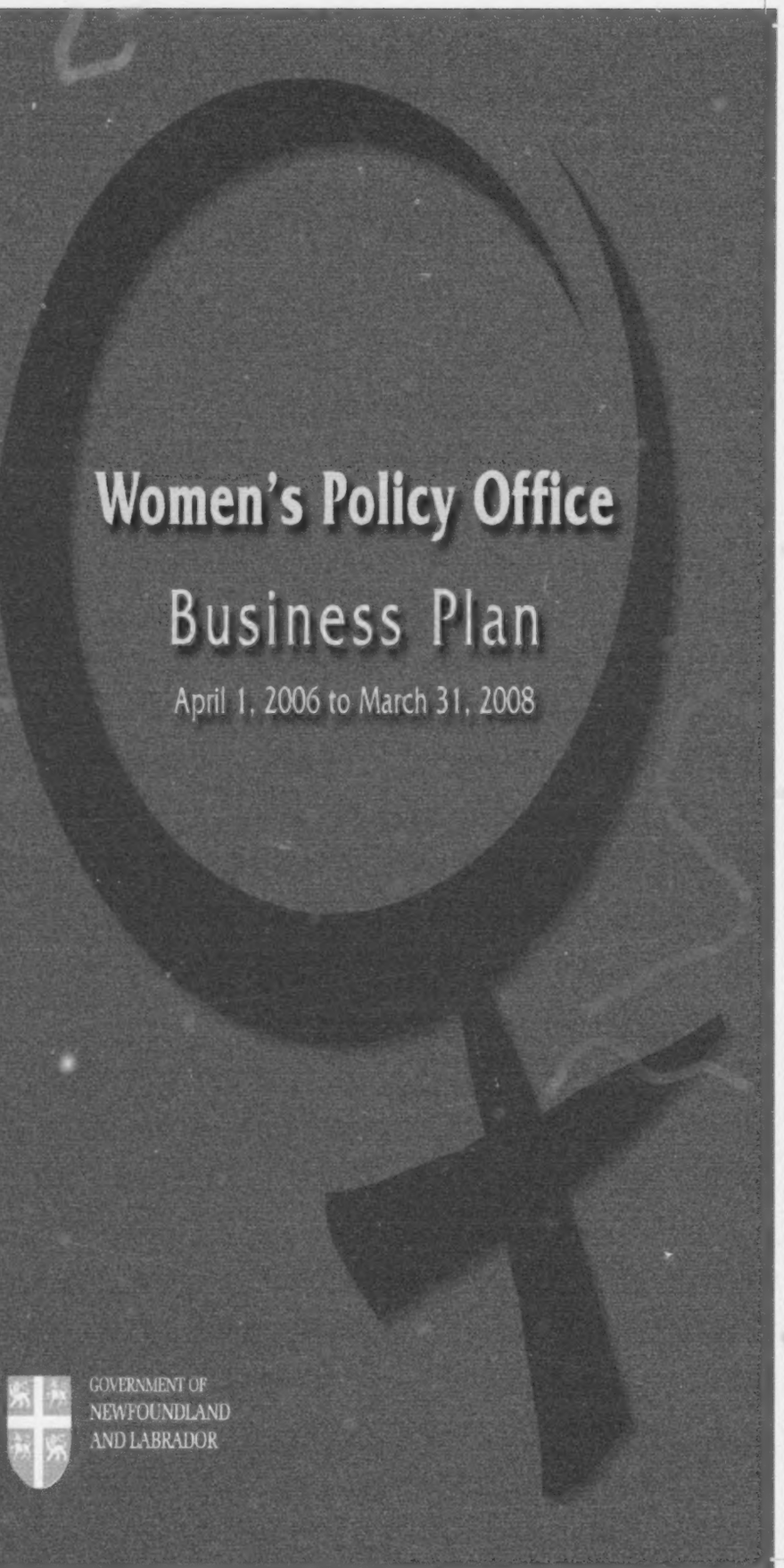
Women's Policy Office

Business Plan

April 1, 2006 to March 31, 2008



GOVERNMENT OF
NEWFOUNDLAND
AND LABRADOR

Newfoundland Labrador

Message from the Minister

April 1, 2006

Government is committed to advancing the status of women and ensuring that women's voices are heard in Newfoundland and Labrador. This comprehensive plan of action will inform government decision making to advance this long-term need in our society. In the preparation of this plan careful consideration has been given to the strategic directions identified in Appendix A.

This plan has been prepared in accordance with the *Government Transparency and Accountability Act* provisions for a Category 2 entity. Therefore, this plan focuses on the processes necessary to meet government's commitments to women. As Minister Responsible for the Status of Women, I am accountable for the preparation of this plan and for achieving the specific goals and objectives.

Joan Burke, MHA
Minister Responsible for the
Status of Women

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1.0 Plan at a Glance

Vision

The Vision of the Women's Policy Office is true social, legal, cultural and economic equality for women in the province of Newfoundland and Labrador.

Mission

By 2011, the Women's Policy Office will have contributed to the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.

Goal 1: By March 31, 2008 the Women's Policy Office will have coordinated and managed the Violence Prevention Initiative
Objectives: • By March 31, 2007, the Women's Policy Office will have coordinated the Violence Prevention Initiative • By March 31, 2008, the Women's Policy office will have implemented and managed the Violence Prevention Initiative
Goal 2: By March 31, 2008 the Women's Policy Office will have supported greater participation of women in occupations where they are currently under-represented.
Objectives • By March 31, 2007 The Women's Policy Office will have initiated activities to encourage the greater participation of women in occupations where they are currently under-represented. • By March 31, 2008 the Women's Policy Office will have developed and implemented a communications strategy to promote women in occupational areas including entrepreneurship, where they are currently under-represented.

Goal 3: By 2008, the Women's Policy Office will have supported increased knowledge and consideration of and response to women's issues in legislation, policy and program development.

Objectives

- By March 31, 2007, the Women's Policy Office will have supported government departments and agencies in incorporating gender based analysis in legislation, policy and program development.

- By March 31 2008, the Women's Policy Office will have explored with government departments and women's organizations strategies to enhance individual department's participation in advancing the status of women.

Goal 4: By 2008, the Women's Policy Office will have supported the participation of women in leadership and decision making positions at the community, regional and provincial levels.

Objectives

- By March 31, 2007 the Women's Policy Office will have worked with NLFM to develop a training program for women interested in municipal government and made recommendations regarding the development and implementation of a pilot training program to encourage women's participation in leadership and decision making positions.

- By March 31, 2008 the Women's Policy Office will have developed and implemented a communication strategy to encourage women's participation in leadership and decision making positions.

2.0 Organizational Overview

The Women's Policy Office was established in 1985 to provide specific resources within the government structure to pursue equality for women through government policies and programs. This program reports to the Minister Responsible for the Status of Women, the Honourable Joan Burke.

The office has a core complement of eight positions consisting of the following:

- Assistant Deputy Minister
- Secretary
- Director of Research and Planning
- Clerk IV
- Manager of Information Services
- Communications and Policy Research Analyst
- Senior Research and Policy Analyst
- Library Technician

The Violence Prevention Initiative is staffed by a contracted manager position as well as one contract staff member. All positions within the Women's Policy office are currently filled by women. For 2006-2007, the Women's Policy Office was allocated an estimated budget of $2,558,600.

The Women's Policy Office is located in St. John's on the fourth floor of the Confederation Building, West Block. The Women's Policy Office contracts delivery of services to St. John's, Bay St. George, Port aux Basques, Corner Brook, Gander, Labrador City, Happy Valley-Goose Bay and Grand Falls-Windsor through eight Status of Women Councils located across the province as well as through six regional coordinating committees associated with the Violence Prevention Initiative.

The Office also works closely with the Provincial Advisory Council on the Status of Women whose mandate is to : (i) advise the minister on those matters relating to the status of women that the minister refers to the advisory council for consideration; (ii) advise the minister on those matters relating to the status of women that the advisory council feels appropriate; (iii) bring before the government and the public matters of interest and concern to women; and (iv)

establish the general policies that will government the organization, administration and operation of the advisory council. The Women's Policy Office is responsible for the *Status of Women Advisory Council Act*, under which the Council operates.

3.0 Mandate

The Women's Policy Office was established in 1985 by MC 116-'85 to:

- develop and expedite Government policies and programs to enhance the social and economic status of women in the province and ensure that these are communicated to the public;
- ensure that the impact on women of all legislation, policies and programs is brought to the attention of the Minister Responsible for the Status of Women, Cabinet, Cabinet Committees and departments;
- monitor and review programs and other activities of government departments and agencies to ensure compliance and conformity with the government policy of improving the status of women; and
- liaise with provincial government departments and agencies, other governments and advisory councils and women's organizations on all issues affecting women.

4.0 Values

The values expressed in this plan are intended to reflect managerial values for the operation of the Women's Policy Office and the conduct of its staff. In this context, the values of the Women's Policy Office has been identified below:

Professional	Each person will work in a positive, cooperative and effective manner and actively seek evidence, opinions and professional development opportunities where appropriate to fulfill her/his obligations.

Inclusive	Each person seeks the knowledge and opinions of others, including colleagues, experts, women, equality seeking organizations and other stakeholders when developing advice, policy and positions.
Informative	Each person shares relevant information and responds to requests in a timely and appropriate manner using innovative technology and availing of opportunities to inform and educate, aware of the current status of women in Newfoundland and Labrador.

5.0 Lines of Business

Policy Analysis and Advisory Services: The Women's Policy Office defines policy as any action taken by government. The Office applies gender based analysis to government policy in such forms as legislation, programs and services. By applying gender based analysis to government policy, the Women's Policy Office provides advice to departments on how women are affected, highlights needs and gaps and advises on how gender equity would be better achieved.

Information Collection and Communication Services: The Women's Policy Office is responsible for collecting policy relevant information from a variety of sources to provide evidence based policy advice and report annually on the status of women. To meet this responsibility, the Women's Policy Office maintains a public library on women's issues, collects statistics and conducts research to assess the current status of women, as well as to identify systemic inequities and information gaps. As part of the information collection process, the Women's Policy Office consults regularly with women and women's organizations to identify ongoing and emerging issues of special concern as well as potential solutions. Beyond providing policy advice to government departments, the Women's Policy Office communicates information on the status of women through publications, events and initiatives.

Violence Prevention Initiative Services: The Women's Policy Office administers a grants program for community anti-violence organizations; coordinates the delivery of the Violence Awareness and Action Training Program; facilitates meetings of VPI committees; coordinates public awareness on violence prevention and provides clearing house services for information on violence.

Grants Program: The Women's Policy Office provides non-repayable grants to equity seeking groups for activities and initiatives that seek to advance the status of women in Newfoundland and Labrador subject to approved criteria.

6.0 Primary Clients

For the purpose of this plan, primary clients are defined as any person, group or organization that requires the attention, resources or services of the Women's Policy Office. In this context, the mandate and goals of the Women's Policy Office can only be achieved through working in partnership with equality seeking women's organizations as well as government departments, other provincial and federal governments, industry partners and other community groups. On a regular basis, the Women's Policy Office consults with the Provincial Advisory Council on the Status of Women regarding the concerns of the women they serve as well as their proposed solutions.

With respect to violence prevention, the Women's Policy Office leads a community-government partnership to address violence, including violence against women. Government partners include the departments of Justice, Health and Community Services, Education, Human Resources, Labour and Employment, Labrador and Aboriginal Affairs and Education, along with the Rural Secretariat and the Newfoundland and Labrador Housing Corporation and Labour Relations Agency. Community partners include those working to protect those most at risk in our society including women, children, seniors, persons with disabilities and other vulnerable populations who are victims of violence because of their race, ethnicity, sexual orientation or economic status.

To increase women's earned income and employment, the Women's Policy Office works in partnership with the departments of Human Resources, Labour and Employment, Natural Resources and Environment and Conservation to increase women's employment in well paying jobs, particularly those in the natural resource sectors. This is largely done using the Environmental Assessment Act to require proponents of large scale natural resource developments to put women's employment plans in place. To this end, the Women's Policy Office works closely with industry partners such as Voisey's Bay

Nickel Corporation, Corner Brook Pulp and Paper and the Canada-Newfoundland Offshore Petroleum Board and a community partner, the Women in Resource Development Committee. The Women's Policy Office also works with post-secondary and training institutions on accessibility of training and education for women for these occupations.

To improving women's social and economic security, the Women's Policy Office continues to work closely with all provincial government departments to ensure that the impact on women of all legislation, policies and programs is brought to decision makers. The Women's Policy Office maintains a close relationship with Status of Women Canada as well as all Ministers in Canada responsible for the Status of Women.

Working to increase women's participation in leadership and decision making roles the Women's Policy Office works with community partners such as the Community Service Council, Status of Women Councils, and the Provincial Advisory Council on the Status of Women as well as women's Aboriginal, multicultural and seniors groups to strengthen women's voices. The Women's Policy Office also works with government departments to increase nominations of qualified women to agencies, boards and commissions.

7.0 Vision

The Vision of the Women's Policy Office is true social, legal, cultural and economic equality for women in the province of Newfoundland and Labrador.

8.0 Mission

The mission statement identifies the priority focus area of the Minister over the next two planning cycles. It represents the key longer-term result that the Minister and the Women's Policy Office will be working towards as they move forward on the strategic directions of Government. The statement also identifies the measure(s) and indicator(s) that will assist both the entity and the public in monitoring and evaluating success.

Statistical data collected over the years also indicates progress that has been made to improving the status of women in Newfoundland and Labrador. In 1971, 28% of those with university degrees were women but by 2001, women made up nearly 52% of university graduates. In 1971, women's average employment

income was 47% of men's. By 2001, we have made gains as women's average employment Income was 63%. Obviously, there is still room for improvement.

In 1971, women only accounted for 28% of the labour force. By 1981 women were 37% and by 2001, women's participation in the labour force was 48%. Women are now better educated and trained to enter the workforce at a time when the demand for labour will be increasing. The labour market in Newfoundland and Labrador is expanding and diversifying, creating more opportunities for women to participate in the labour force. Key areas of expansion are the oil, mining, forestry and agrifoods industries, and innovation and research.

Despite significant strides forward in the struggle for equality and fairness, women still experience high levels of violence and abuse in our society. Women's equality has also yet to be achieved in areas of earned income and employment, social and economic security, leadership and decision making positions. Therefore, the necessity and relevance of the Women's Policy Office and its work continues to exist.

Mission: By 2011, the Women's Policy Office will have contributed to the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.

Measure: Contributions to the advancement of women

Indicators:

- Recommendations made to Cabinet, Cabinet Committees and departments to advance the status of women.
  - The number of assessments conducted
- Training provided regarding gender based analysis, leadership and violence prevention
  - The number of training programs
  - The number of participants who have completed training
- Communications on issues related to the status of women to the public
  - The number of speaking engagements, press conferences, workshops and/or information sessions
  - The number of press releases and statements issued
  - The number of advertisements
  - The number of materials distributed

9.0 Strategic Issues

In consideration of Government's strategic directions and the mandate and financial resources of the Women's Policy Office, the following areas have been identified as the key priorities of the Minister for the next two years. The goals identified for each issue reflect the results expected in the two year timeframe while the objectives provide an annual focus. Measures and indicators are provided for both the goal and the first year's objective to assist both the Department and the public in monitoring and evaluating success.

9.1 Violence Prevention

Violence against women is an obstacle to the achievement of the objectives of equality, development and peace. Violence against women both violates and impairs or nullifies the enjoyment by women of their human rights and fundamental freedoms. All methods of data collection tend to undercount victims of violence due the very personal nature of these experiences. In 2004, the Royal Newfoundland Constabulary reported that female victims comprised 76 per cent of sexual assault victims, 50 per cent of other sex crime victims and 70 per cent of reported harassment victims. The 1999 General Social Survey identified that Aboriginal women run a greater risk of being victims of violence than do other Canadian women: three times as many Aboriginal women report that they have experienced some form of violence perpetrated by their spouse and Aboriginal women run eight times the risk of being killed by their spouse after a separation. Aboriginal women victims experience more serious forms of spousal violence with potentially life-threatening consequences, at a rate of 48% compared with 31% of non-Aboriginal victims. Police statistics that measure the prevalence of spousal violence is particularly limited because of its high dependence on the willingness of victims to report these events to police. While they do provide an indication of changes over time, the willingness of victims to report incidents over time can also change. The statistics reported here therefore must be viewed as preliminary information regarding possible changes in the severity and prevalence of violence against women. Used on conjunction with other sources of information such as those provided by women's centres and crisis shelters, they are useful tools in the assessment of the effectiveness of

legislation, policies, programs and services designed to prevent and protect against or prosecute acts of violence against women.

Goal: By March 31, 2008 the Women's Policy Office will have coordinated and managed the Violence Prevention Initiative

Measure: Leadership services provided to the Violence Prevention Initiative

Indicators:

- Implementation, management and coordination of activities provided to the Violence Prevention Initiative

Objectives:

- By March 31, 2007, the Women's Policy Office will have coordinated the Violence Prevention Initiative

  Measure: Coordination of all partner departments and agencies associated with the Violence Prevention Initiative

  Indicators:
  - Met with VPI Deputy Ministers monthly to manage program and prepare accountability materials
  - Prepared annual budget and workplan
  - Prepared a report for Cabinet
  - Supported VPI Community Advisory Committee in organizing an annual stakeholder conference.
  - Facilitated meetings with Ministers, Deputy Ministers and Community Advisory Committee
  - Developed an annual report on violence prevention

- By March 31, 2008, the Women's Policy Office will have implemented and managed the Violence Prevention Initiative

9.2 Earned Income and Employment

In 2003 Statistic's Canada reported that on average, women earned 68 percent of men's earned income. The 2001 Census indicated that the average employment income for Aboriginal women in Newfoundland and Labrador was $26,070, compared to $36,552 for Aboriginal men, $29,935 women in the general population and $37,910 for men in the general population. In 2004, women comprised almost 47 percent of the labour force and 47 per cent of total employment. Women made up 44 percent of those employed full-time and 68 per cent of those employed on a part-time basis. Women made up 52 percent of those permanently employed, 43 percent of those temporarily employed, 31 percent of those seasonally employed, 48 percent of contract employees and 58 percent of casual employees. Approximately 56 percent of those employed in the public sector were women of those self-employed were women. Women in Newfoundland and Labrador continue to be under-represented in several occupational categories. Most notably, in 2004, only 4.5 percent of trades workers, 16 percent of workers in primary industries and 20 percent of workers in natural and applied sciences were women.

Goal: By March 31, 2008 the Women's Policy Office will have supported greater participation of women in occupations where they are currently under-represented.

Measure: Support mechanisms provided to encourage the greater participation of women in occupations where they are currently under-represented.

Indicators

- Recommendations made to (i) the Integrated Economic Plan; (ii) Shaping the Apprenticeship System, and (ii) sustainable rural economic opportunities for women.
- Recommendations made to: (i) strengthen requirements for major project developers to prepare and implement employment equity plans; and (ii) identify penalties for non-compliance.
- Communication strategy developed and implemented to promote women in occupational areas where they are

currently underrepresented including entrepreneurship.

- Research and documentation completed of best practices on: (i) family friendly workplace policies, and (ii) overcoming barriers for women to advance into leadership positions with the Provincial Government.

Objectives

- By March 31, 2007 The Women's Policy Office will have initiated activities to encourage the greater participation of women in occupations where they are currently under-represented.

  Measure: Recommendations made to:

  - The Integrated Provincial Development Plan;
  - Shaping the Apprenticeship System;
  - Identify sustainable rural economic opportunities for women;
  - Strengthen requirements for major project developers to prepare and implement employment equity plans and identify penalties for non-compliance.

  Indicators

  - Determined how women's issues will be considered in the development of the Integrated Provincial Development Plan
  - Participated in the Department of Education's Project Resource Group to: (i) initiate an employer strategy; and (ii) increase promotion of apprenticeship and website to employers
  - Participated on the Marine Careers Secretariat and the Petroleum Industry Human Resource Committee to promote the participation of women in marine and petroleum related occupations where women are currently under-represented.

  - Met with the Rural Secretariat to discuss the application of gender based analysis in the development of regional visions and priorities
  - Met with the Department of Environment and Conservation to identify opportunities to strengthen requirements for major project developers to prepare and implement employment equity plans; and identify penalties for non-compliance.

- By March 31, 2008 the Women's Policy Office will have developed and implemented a communications strategy to promote women in occupational areas including entrepreneurship, where they are currently under-represented.

9.3 Social and Economic Security

In 2003, Statistics Canada reported that women's average income was 64 percent of men's average income. The 2001 Census reported that average income for an Aboriginal women in Newfoundland and Labrador was $14,768, compared to $19,806 for Aboriginal men, $17,181 for women in the general population and $28,114 for men in the general population. While women in general are making great strides in education attainment only 5% of Aboriginal women earned university degrees compared to 10 percent of women in the general population. In 2004 Memorial University reported that approximately 62 percent of its full-time undergraduate enrolment were women. Women outnumbered men in every program category except Engineering and Applied Science, and programs offered at the Marine Institute. Within the private college system, women accounted for 57 percent of enrolment. Of the seven program categories, women were under-represented in: (i) information technology; (ii) industrial education; and (iii) natural resources.

Goal By 2008, the Women's Policy Office will have supported increased knowledge and consideration of and response to women's issues in legislation, policy and program development.

Measure: Support mechanisms provided to increase knowledge and consideration of and response to women's issues in legislation, policy and program analysis and development.

Indicators

- Explored with government departments and women's organizations strategies to advance the status of women

- Recommended to government departments on how they can participate in advancing women's equality
- Meetings with FPT Ministers responsible for the Status of Women and participation in FPT working groups to address issues such as women's economic security, justice, violence against women and the special needs of Aboriginal women and other issues as they arise
- Developed and implemented of training for government employees regarding gender awareness and gender based analysis in developing and implementing government policy.
- Recommendations made regarding: (i) the quality of life for Aboriginal women; (ii) homecare; (iii) healthy priorities for women in rural and urban areas; (iv) senior's independence and well being; (v) poverty reduction; (vi) childcare; (vii) supports for immigrant women
- Developed and implemented of a communication strategy to increase awareness of the status of women

Objectives

- By March 31, 2007, the Women's Policy Office will have supported government departments and agencies in incorporating gender based analysis in legislation, policy and program development.

  Measure Activities identified to support government departments and agencies in incorporating gender based analysis in legislation, policy and program development.

  Indicators
  - Participated in the proposed joint meeting of FPT Ministers responsible for the Status of Women and Justice to address issues such as conditional sentencing; access to civil legal aid; employment insurance legislation; and inter-jurisdictional support order enforcement
  - Developed and implemented training for government employees regarding gender awareness and gender based analysis in developing and implementing government policy.
  - Made recommendations regarding: (i) the quality of life for Aboriginal women; (ii) homecare; (iii) healthy priorities for women in rural and urban areas; (iv) senior's independence and well being; (v) poverty reduction; (vi) childcare; (vii) supports for immigrant women.

- By March 31 2008, the Women's Policy Office will have explored with government departments and women's organizations strategies to enhance individual department's participation in advancing the status of women.

9.4 Leadership and Decision Making

The Universal Declaration of Human Rights states that everyone has the right to take part in the Government of his/her country. The empowerment and autonomy of women and the improvement of women's social, economic and political status is essential for the achievement of both transparent and accountable government and administration and sustainable development in all areas of life. Achieving the goal of equal participation of women and men in decision-making will provide a balance that more accurately reflects the composition of society and is needed in order to strengthen democracy and promote its proper functioning. The Federal Provincial Territorial Ministers Responsible for the Status of Women have identified that, although Aboriginal women represent the majority of the total Aboriginal population, they are generally under-represented in decision-making circles. Among the most urgent issues is the need to support, encourage and increase the political representation of Aboriginal women, particularly with respect to agreements relating to self-government. Women's equal participation in decision-making is not only a demand for simple justice or democracy but can also be seen as a necessary condition for women's interests to be taken into account. Without the active participation of women and the incorporation of women's perspective at all levels of decision-making, the goals of equality, development and peace cannot be achieved. Women are largely underrepresented at most levels of government, especially in ministerial and other executive bodies. The Economic and Social Council of the United Nations recommends that women comprise a critical mass of no less than 30 percent of decision making positions to affect change.

Goal: By 2008, the Women's Policy Office will have supported the participation of women in leadership and decision making positions at the community, regional and provincial levels.

Measure: Support mechanisms to encourage the participation of women in leadership and decision making positions at the community, regional and provincial levels.

Indicators

- Consulted with the Newfoundland and Labrador Federation of Municipalities regarding training for women interested in municipal government.
- Made recommendations regarding the development and implementation of a pilot training program to encourage women's participation in leadership and decision making positions.
- Developed and implemented a communication strategy to encourage women's participation in leadership and decision making positions.

Objectives

- By March 31, 2007 the Women's Policy Office will have worked with NLFM to develop a training program for women interested in municipal government and made recommendations regarding the development and implementation of a pilot training program to encourage women's participation in leadership and decision making positions.

  Measure: Actions identified to work with the NLFM to develop a training program for women interested in municipal government and made recommendations regarding the development and implementation of a pilot training program to encourage women's participation in leadership and decision making positions.

  Indicators
  - Consulted with Provincial Advisory Council on the Status of Women as well as other women's equality seeking organizations regarding their perspectives on women in leadership
  - Met with the Newfoundland and Labrador Federation of Municipalities to discuss the development a municipal government training program for women
  - Identified and evaluated leadership training programs in other jurisdictions
  - Recommended a course of action regarding training to encourage women's participation in leadership and decision making positions.

- By March 31, 2008 the Women's Policy Office will have developed and implemented a communication strategy to encourage women's participation in leadership and decision making positions.

Appendix A – Strategic Directions

Strategic directions are the articulation of desired physical, social or economic outcomes and normally require action by more than one government entity. These directions are generally communicated by Government through platform documents, Throne and Budget Speeches, policy documents, and other communiqués. The Transparency and Accountability Act requires departments and public bodies to take into account these strategic directions in the preparation of their performance-based plans. This action will facilitate the integration of planning practices across Government and will ensure that all entities are moving forward on key commitments.

The directions related to the Status of Women are provided below. Each strategic direction is comprised of a number of components, or focus areas. These focus areas will be addressed through the various planning processes of the Department. As indicated in the table below, some have been addressed in this [strategic] plan while others are addressed in the operational and/or work planning processes.

Title: **Women's Equity**
Outcome: Women sharing equitably in social and economic benefits.

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction is addressed:		
		in the department's business plan	in the department's operational plan	in the branch/ divisional work plans of the department
Public Policy		X		
Leadership		X		
Gender-based analysis by government entities		X		
Quality of life of Aboriginal women		X		

Title: **Violence**
Outcome: Reduction of Violence.

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction is addressed:		
		in the department's business plan	in the department's operational plan	in the branch/ divisional work plans of the department
Early prevention and education				X
Aboriginal women and children				X
Public awareness and attitudes				X
Legislation, policy and services				X